

HOW TO DO YOUR OWN

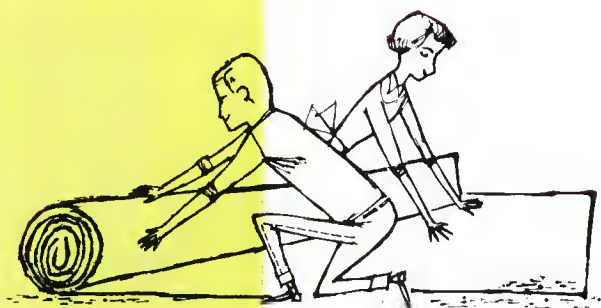
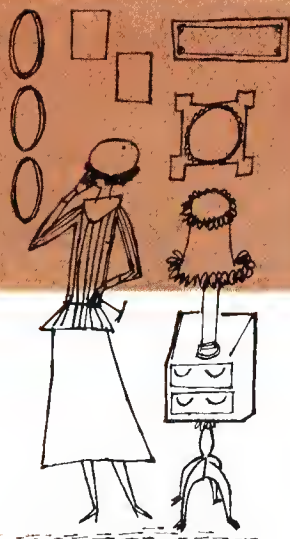
# Color Planning

WITH SEARS HARMONY HOUSE

## Co-ordinated Colors

an easy-to-use guide to help you choose  
home furnishings in perfect color harmony

SEARS, ROEBUCK AND CO.





## Why Harmony House colors are important to you...

### They make it easy to buy home furnishings in perfect color harmony

By simply specifying a Harmony House color family name, you can order—with your eyes closed—a lamp shade, a shag rug and a gallon of paint . . . and they will be in perfect color harmony. This is possible because Harmony House colors are standardized. When Sears buyers order any home furnishings in Harmony House colors, the manufacturer must produce the merchandise to meet Sears color standards.

There are 16 Harmony House color families . . . each in a beautiful range of shades from light pastels to rich, deep tones. Good color planning requires this healthy contrast between light and dark colors.

There is a popular misconception that all pieces in the same color should match perfectly. Actually, this is undesirable and seldom possible. Because various materials take dyes differently, they cannot be color matched. However, they can be dyed to blend perfectly with each other.



All merchandise in the same Harmony House color family will blend perfectly, regardless of shade. For example, a Spice Brown lamp shade, a Spice Beige shag rug and Spice Beige paint will blend beautifully.

When close color matching is desirable, items should be purchased together. For example, in buying matched towel ensembles buy wash cloths, hand and bath towels at the same time to be sure they are from the same dye lot. Slight color variance between dye lots is unavoidable, even in Harmony House colors.

### Harmony House colors make it easier to color plan every room in your home

Harmony House colors are the colors you want in home furnishings . . . fashionable and easy to live with. They are chosen to suit your color preferences as indicated by actual sales and current fashion trends.

You can buy home furnishings for every room in your home in Harmony House colors. Of course, not every item is available in all 16 Harmony House colors. For example, Sears does not offer Cherry Red bathroom fixtures because our customers have not indicated they would like bright red bathroom fixtures. Each item in Harmony House colors is offered in the colors most customers have indicated they prefer.

#### 16 basic Harmony House color families

#### WARM

Parchment Ivory, Beige and Brown  
Tuscan Pink, Rose and Wine  
Federal Gold  
Frosty Pink and Cherry Red  
Sunshine Yellow  
Malibu Pink, Coral and Rust  
Spice Beige and Brown

#### COOL

Horizon Blue  
Bronze Green  
Sage Green  
Aquamarine  
Ming Blue  
Smoke Gray  
Dawn Gray and Charcoal Gray  
Mint Green  
Tropic Chartreuse and Olive Green



## Here are questions you should answer when you begin to color plan your home

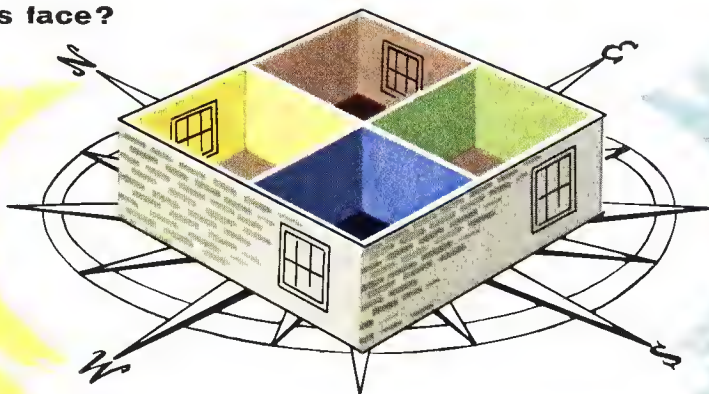
Answering these questions will enable you to apply the basic principles of color harmony in planning your color scheme. By using these few simple principles as a

guide for your own tastes, it is easy to achieve the pleasing results you want . . . in perfect color harmony. And Harmony House colors make it still easier.

### which direction do the windows face?

#### warm exposure

Windows facing South, West and Southwest. At least one of the major areas in the room should be a cool color. (Warm and cool colors are listed at bottom of page 2.)



#### cool exposure

Windows facing North, East and Northeast. At least one of the major areas in the room should be a warm color.

#### balanced exposure

Windows facing South and East, Southeast, North and West and Northwest. Warm or cool colors may be chosen for the major color areas.

### What is the size of the room?

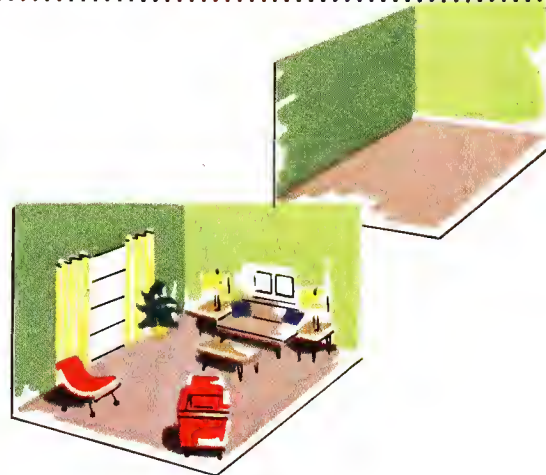
If it's 12x18 feet or larger, it is a large room. Large rooms can be planned with two or three major colors. Small rooms—less than 12x18 feet—look larger if fewer colors are used. For best results, use two major colors or two shades of one color.

A large room can take a bold pattern in draperies, carpeting or wallpaper. In a small room the pattern should be small and used sparingly. One pattern to a room, whether large or small, simplifies your color planning efforts greatly.

Soft, receding shades like pastels or neutral tones (gray or beige) make a small room seem larger, more restful. A large room can take a moderate amount of strong, bright color like Cherry Red or Malibu Coral.

As a general rule it is wise to use medium to dark or soft pastel shades for major color areas and to reserve the bright clear colors for accent notes.

Major colors in a room should not be used in equal areas. One of the major colors should be dominant.



#### MAJOR COLORS

are the large color areas of a room, such as walls, floors and ceilings and . . .

#### ACCENT COLORS

are the small color areas, such as . . .

**for living rooms** . . . sofa, living room suite, draperies and curtains

**for dining rooms** . . . draperies or chair upholstery

**for bedrooms** . . . bedspreads or draperies

**for kitchens** . . . cabinets (if colored), cabinet tops or kitchen furniture

**for bathrooms** . . . shower curtain or hamper and bath scale

- lamps and shades
- occasional chairs
- small pillows
- pictures, frames, mats
- towel sets
- venetian blind tapes
- canister sets
- stripe or flower colors in figured fabric
- fringe or cording on furniture, draperies
- small ornaments
- feature strip in tile
- dinnerware



## Color planning starts with a few simple decisions

**Start with what you have.** Suppose you're going to redecorate the living room illustrated at the right. You'll want to keep some things, discard others. Plan the complete job carefully . . . then follow through a step or two at a time as you can afford it.

**What will you keep?** The sofa is in good condition, but its upholstery looks worn and faded. A slipcover is the answer. The springs in Father's lounge chair are sagging badly. This calls for a reupholstery job. The other chair needs a slipcover. The walls need painting. New draperies and rug are also needed. And you're tired of the present color scheme.



**Step No. 1** This color scheme is built around new drapery fabric. The colors in the fabric are Frosty Pink, Aquamarine and Spice Beige. New slipcovers for the chair and sofa are made from a smart Aquamarine textured fabric.

**Step No. 2** Reupholstering Father's lounge chair. The new cover is a sturdy tweed fabric, Spice Beige and black. It brings out the Spice Beige in the drapery fabric. The walls are painted Frosty Pink—the background color of the drapery fabric. Note the happier, more fashionable overall appearance achieved with the changes thus far.

**Step No. 3** Purchase of new carpet, Aquamarine and Spice Brown tweed. It blends beautifully with the other colors in the room . . . is slow to show soil and footprints. It is fitted wall-to-wall to make the room seem larger.

When major steps are completed, add final touches—carefully selected lamps, pictures and small accessories which accent or blend with your new color scheme.

However you do it—all at once, or a step at a time—start with a complete plan which pleases you and your family . . . and stick to it!



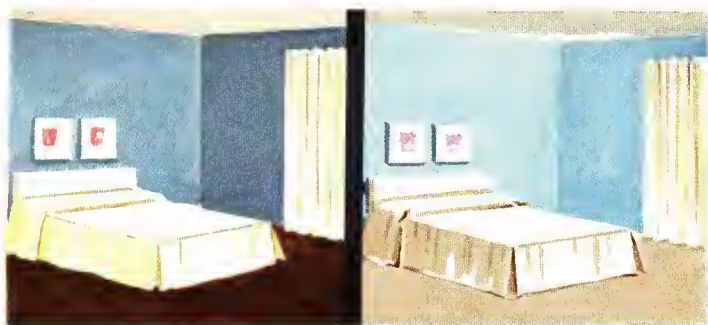
### It's easy to use Harmony House colors with furnishings you now have

Notice that the above room looks "right" as each step is taken. The new draperies and slipcovers blend well with the burgundy and gray, which were not Harmony House colors. Successful transition, gradually, from one color scheme to another is the result of carefully planning each step in advance. Using Harmony House colors makes the whole process easier because there are so many color families to choose from . . . each in a wide range of shades.





## How to Solve Decorating Problems with Color



### Make a small room look larger

Use light colors with little or no pattern for walls and floor coverings. Not more than one pattern should be used and it should be very small in scale and in two shades of the same color rather than in contrasting colors. Walls, woodwork, doors and built-ins should all be painted the same color for a continuous, unbroken appearance. The fewer colors used in a small room, the better.

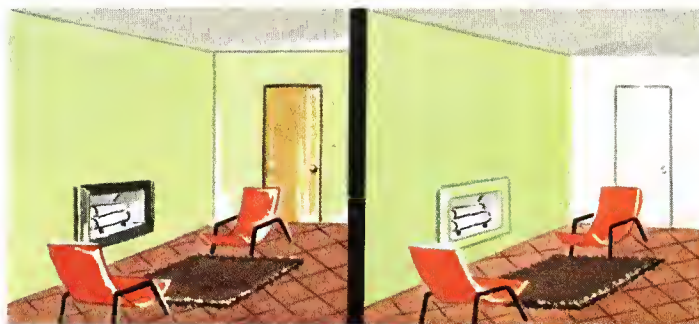
### Make a high ceiling look lower

One method is to divide the side wall area by painting a dado in one color and the wall above in another, or use a patterned wallpaper on the upper wall. Another method is to paint the ceiling a darker color than the walls and make a border of the ceiling color around the upper walls. If ceiling is too low, paint it lighter than walls. If you use a pattern on walls, it should be vertical in effect to make walls seem higher.



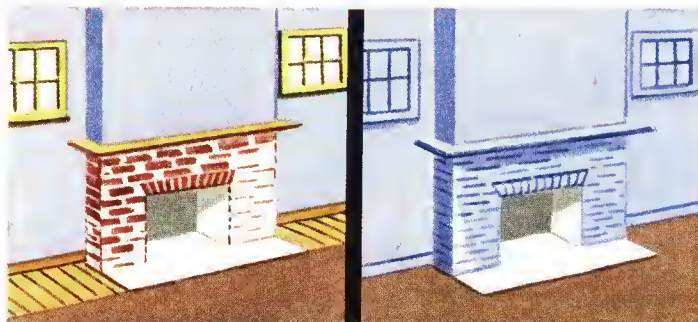
### Make narrow room seem wider

Paint the short or narrow walls in a lighter or brighter color than the long walls. Doors and window frames in the short wall should be painted the same color as the walls for a smooth, unbroken appearance. If the long walls are papered, paint the short walls in one of the light colors of the wallpaper pattern. Choose a warm color rather than a cool color for the short walls.



### Hide architectural defects

If walls are cut up by windows, doors or an oversize fireplace mantel, tone them down by painting them the same color as the walls. The glass of the small windows above the fireplace in this room is painted to match the walls. Windows still can be used for ventilation. If there are pipes, paint them wall color where they run along wall and ceiling color where they run along ceiling.





## Ways to build a color scheme

It's easy to develop a beautiful color scheme by first selecting a wallpaper, fabric or carpeting pattern which you particularly like. Use the colors in the pattern as a color guide in choosing the other furnishings for your room.

### Start with carpeting...

The Smoke Gray carpet, flecked with Federal Gold and Aquamarine, inspired this dining room color scheme. Smoke Gray painted walls provide a quiet background for the rich Federal Gold draperies. The chair seats are covered in Aquamarine. Table accessories also carry out the color plan.



### Start with a drapery fabric

A modern pattern provides the fresh colors for this living room. A sofa slip-cover in Charcoal tweed repeats the background color of the draperies. Frosty Pink corduroy and Tropic Chartreuse bark cloth bring out two of the colors in the pattern. White walls, Dawn Gray carpeting and black and white accessories give a crisp modern finish to the room.



### Start with a wallpaper

A gay circus pattern provided the colors for this child's room. Shades of Mint Green and Sunshine Yellow are the major colors. Accents of red and blue complete the scheme. The ready-to-paint furniture has been finished in the natural color of the wood.





## Choose colors you like!

Select the colors which you instinctively like and build your color scheme around them, following the basic principles outlined on page 3. If you dislike Chartreuse, don't use it . . . no matter how well it works into your color plan. There are countless other color schemes possible which enable you to use colors you do like in perfect color harmony.

You'll get ideas for your home from the color schemes illustrated on the pages which follow. The

combinations shown are not limited to any specific room. On page 15, for example, is a living room with Spice Beige as the major color. The same color scheme would be equally attractive in a bedroom or kitchen.

All the rooms are decorated in Harmony House colors. The range of shades of each of the 16 Harmony House color families is shown as closely as high speed color printing permits. Actually, they are even lovelier.

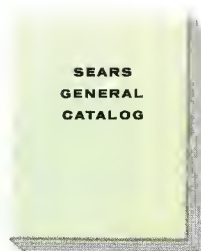
See back cover of this book for more color schemes.

### Sears offers free booklets and special services to help you

Color planning your home may include projects like wallpapering, reupholstering, painting, making slipcovers and draperies or installing new floor tile. Sears has prepared special "do it yourself" instruction booklets on these and many other subjects to help you achieve the results you want. Ask for them at your local Sears store or order them from your Sears catalog.

Sears also offers free planning and estimating services on cabinets, wall or floor tile, bathroom and kitchen fixtures, draperies, venetian blinds and other materials for the home. See your Sears catalog or visit your local Sears store for complete information on the services in which you are interested.

You'll get a multitude of ideas from the home furnishings displayed at your local Sears store and illustrated in the catalogs. You'll see how easy and economical it is to make your home more beautiful with Harmony House co-ordinated colors. And Sears convenient Easy Payment Plan makes it possible for you to use and enjoy your purchases while paying for them over the months ahead.



### now turn the page...and you're on your way

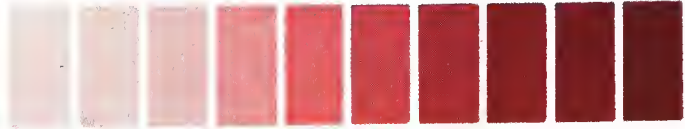
16 room scenes in full color to show you how Harmony House colors work out in various color schemes . . .



## HH TUSCAN ROSE FAMILY

*Major Colors:* Tuscan Pink and Rose, Charcoal Gray

*Accent Colors:* Sunshine Yellow, Dawn Gray



Two shades of one Harmony House color family dominate this color scheme . . . an excellent example of the perfect blending between shades. The compact styling of the modern furniture, reupholstered in Tuscan Rose, is perfect for a small dining room. Decorative louvred doors, painted Tuscan Pink to match the walls, add spaciousness. The black sconces above the buffet furnish a smart decorative accent.

The Charcoal Gray vinyl plastic floor tile is practical and beautiful. Dawn Gray dinnerware and Sunshine Yellow place mats complete the color scheme. The overall effect is one of smart simplicity . . . a pleasant, informal dining atmosphere.



## HH SMOKE GRAY FAMILY

*Major Colors:* Smoke Gray, Spice Brown

*Accent Color:* Sunshine Yellow



The Smoke Gray walls and carpet make this small room seem larger. The modern sofa beds are upholstered in Spice Brown. The throw pillows are in the accent color, Sunshine Yellow. And the print in the draperies repeats all three colors.

The desk, an inexpensive ready-to-paint piece, is finished with lacquer in the natural wood tones. The matchstick window shade is also natural color.

The cheerful, informal atmosphere and furnishings make this a comfortable, popular second living room, study or occasional guest room.





## HH TROPIC CHARTREUSE FAMILY

*Major Colors:* Tropic Chartreuse, Dawn Gray

*Accent Color:* Malibu Coral



Here, a new sofa, some reupholstery, paint and good planning make a brand new room. Tropic Chartreuse is the prima donna of this modern color scheme. The other major color—Dawn Gray in various shades—dramatizes the bright beauty of the two-piece sectional sofa with its practical, good looking black iron legs.

The lounge chair, reupholstered in a black and white check suiting material, and pillows covered in the same fabric, underline the soft shades of Dawn Gray.

The accent color, Malibu Coral, gives a crisp finish to this comfortable, livable color plan.

## HH MALIBU CORAL FAMILY

*Major Colors:* Malibu Coral, Aquamarine, Spice Brown

*Accent Color:* Sunshine Yellow



A gay Malibu Coral carpet starts off this pleasant, lighthearted bedroom. It is balanced with cool Aquamarine walls, bedspread and draperies. The floor tile is Spice Brown, which is repeated in the dresser lamp.

Sunshine Yellow, the accent color which appears on the lamp trim, is repeated in other small room accessories.

The comfortable fiber chairs and matchstick window shade—both finished natural—give the room a light, airy appearance. The jet black legs of the coffee table and chairs also add a smart touch to the color scheme.



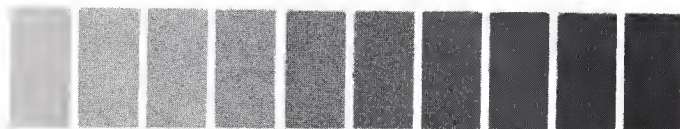




## HH DAWN GRAY COLOR FAMILY

*Major Colors:* Dawn Gray, Spice Brown

*Accent Colors:* Aquamarine, Federal Gold



This traditional living room demonstrates how to create a luxurious atmosphere on a limited budget by clever use of color. The Dawn Gray carpet and Spice Brown walls make a rich background for the bright accent colors.

The studio couch slipcover is gold printed sateen—quilted—with an Aquamarine flounce. Draperies, made from the same two fabrics, hang from brass rings on a brass rod . . . give the tall window a stately beauty. The Dawn Gray venetian blind blends with the carpet.

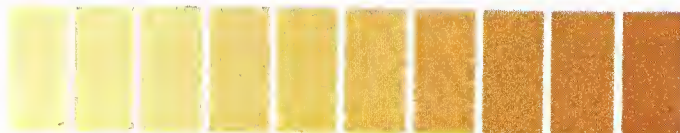
The gold color trim of the white table lamp and antique accessories complete the color scheme.



## HH FEDERAL GOLD FAMILY

*Major Colors:* Federal Gold, Sage Green

*Accent Color:* Spice Brown



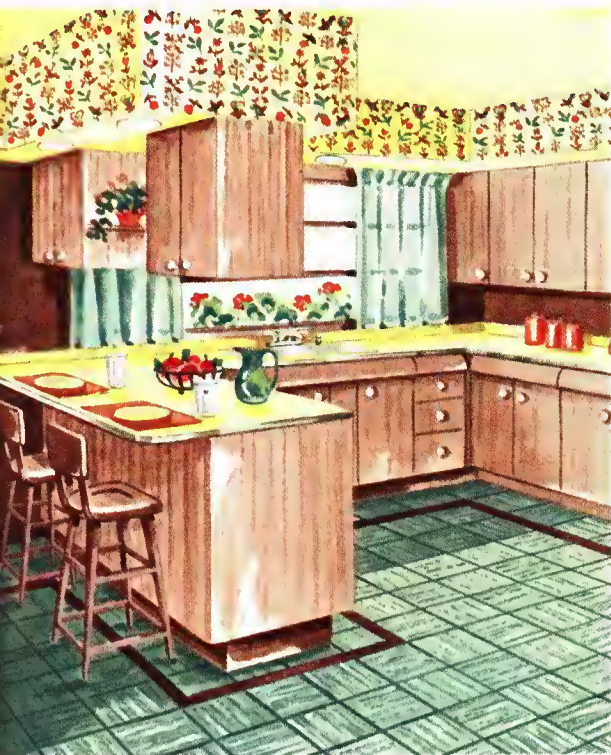
The Provincial wallpaper design features the two major colors of this room—Federal Gold and Sage Green. The soft warmth of Federal Gold enhances the beauty of the French Provincial furniture . . . keeps the room bright and cheerful.

Inexpensive valance board, painted Sage Green, makes an attractive frame for both the bed area and the window. The carpeting, bedspread flounce and bench cover are also in blending shades of Sage Green.

The lamp shade, pillows and chair upholstery are in Spice Brown, a lovely accent color for this room.



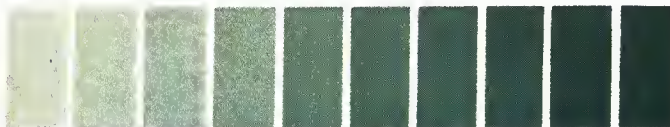




## HH SAGE GREEN FAMILY

*Major Colors:* Sage Green, Spice Brown, Sunshine Yellow

*Accent Color:* Malibu Coral



Sage Green floor tile was the starting point of this pleasant kitchen color scheme. Sage Green curtains frame the sunny window. With Spice Brown walls it makes a beautiful background for the natural wood cabinets. Notice the Spice Brown feature strip in the floor tile, too.

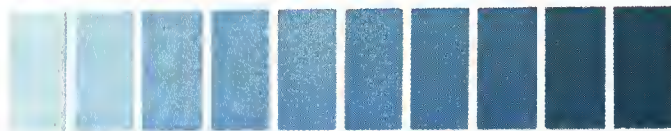
The Sunshine Yellow background of the Early Dutch wallpaper on the soffit blends perfectly with the Sunshine Yellow counter tops and painted ceiling.

Malibu Coral accessories and place mats add brightness and warmth. The Sunshine Yellow dinnerware also becomes an integral part of the color scheme.

## HH MING BLUE FAMILY

*Major Colors:* Ming Blue, Spice Beige and Brown

*Accent Color:* Tuscan Pink



Ming Blue, a new fashion favorite in home furnishings, is the color of the rug and a pair of chairs in this modern living room. Ming Blue has a pleasing freshness which is equally attractive with traditional furnishings.

The other major color family in this color scheme is Spice. The walls are Spice Beige and the sectional sofa is Spice Brown. Tuscan Pink accents complete the color plan. All three colors are repeated in the pattern of the drapery fabric. Note how this room arrangement makes the most of the view of the garden while it's in bloom.







## HH PARCHMENT BEIGE FAMILY

*Major Colors:* Parchment Beige and Brown, Sunshine Yellow

*Accent Color:* Mint Green



This sunny color scheme is built around the warm, neutral Parchment Beige carpeting. Other colors were picked up from the gay floral pattern of the wallpaper.

Cafe curtains, coverlet and upholstered headboard are Sunshine Yellow chintz. The Victorian chair is upholstered in Mint Green chintz to match the dust ruffle. Although it's an antique, the effective use of color makes it fit in with the other room furnishings.

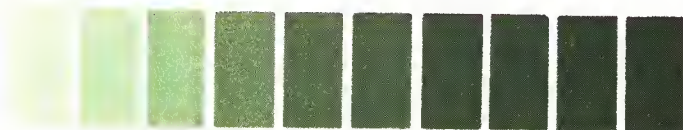
Note how the accent of black in the two lamps and the plant stand furnish good contrast for the light colors which predominate in this cheerful bedroom.



## HH MINT GREEN FAMILY

*Major Colors:* Mint Green, Spice Beige, Sunshine Yellow

*Accent Color:* Tropic Chartreuse



The major color areas—a modern sofa in Mint Green tweed, Mint Green walls and Mint Green printed draperies—cool a southern exposure in this room. The Spice Beige carpet is a warm, neutral floor covering.

The comfortable fiber chair with wrought iron legs is painted Sunshine Yellow. The lounge chair is upholstered in Sunshine Yellow washable plastic.

Tropic Chartreuse is used as an accent color for the lamp shade and throw pillows. The desk and chest are unpainted pieces with a light, natural finish.



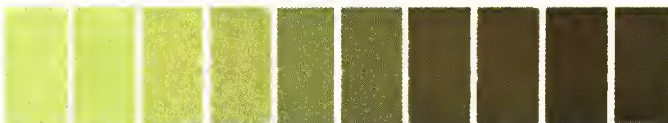




## HH BRONZE GREEN FAMILY

*Major Colors:* Bronze Green, Dawn Gray

*Accent Colors:* Federal Gold, Charcoal Gray



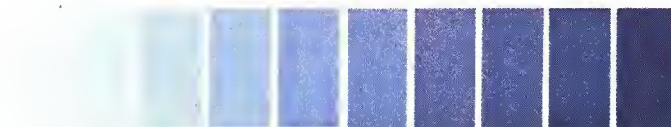
Note how well the rich shades of Bronze Green complement the mellow wood tones in this American colonial bedroom. The only pattern in this small room is the charming farm scene of the wallpaper used on the bed niche, which was created by the bookcase arrangement.

The quilted coverlet and the curtains are Bronze Green chintz. The dust ruffle is Charcoal Gray chintz . . . a deeper tone of Dawn Gray. It blends perfectly with the Dawn Gray carpeting which is fitted wall-to-wall to make the room seem larger. Rich Federal Gold room accessories add just the right amount of brightness to this color scheme.

## HH HORIZON BLUE FAMILY

*Major Colors:* Horizon Blue, Spice Beige and Brown

*Accent Color:* Sunshine Yellow



This color scheme is inspired by the cool colors of a summer sea. The Spice Beige wall tile, Spice Brown towels and Spice Brown floor blend perfectly . . . as do the Horizon Blue bath fixtures, shower curtain ensemble and painted ceiling.

The vanity chair, upholstered in plastic, and the loop pile rug are in Sunshine Yellow, the accent color.

It's easy to create a luxuriously beautiful bathroom like this when you decorate it in Sears exclusive Harmony House coordinated colors. You can also buy wallpaper, scales, bath hampers and other bathroom accessories in Harmony House colors.







## HH CHERRY RED FAMILY

*Major Colors:* Cherry Red, Sage Green, Dawn Gray

*Accent Color:* Federal Gold



The Cherry Red cotton rug starts the color scheme of this friendly room. Sofa and lounge chair—the other major color areas—have been inexpensively slipcovered in Sage Green and Dawn Gray. The Provincial wallpaper pattern picks up all three major colors.

The accent color—Federal Gold—is used to cover a comfortable little pillow and is repeated in various metal accessories throughout the room. The curtain trim blends perfectly with the rug.

Note how these adjoining rooms seem larger because the same colors are used in living room and dining alcove.



## HH AQUAMARINE FAMILY

*Major Colors:* Aquamarine, Spice Brown, Sunshine Yellow

*Accent Color:* Tropic Chartreuse



The Aquamarine metal cabinets give this room a sparkling beauty which every kitchen deserves. The Sunshine Yellow counter tops and Spice Brown floor tile are easy to care for. Sunshine Yellow washable plastic curtains blend perfectly with the counter tops.

Notice how the wallpaper above the cabinets and on the ceiling creates a warm, cheerful atmosphere . . . eliminating the cold “laboratory look” which is a fault of many kitchens.

Tropic Chartreuse accessories accent this appealing color scheme. Even the plants seem to be part of the color plan.







## HH SUNSHINE YELLOW FAMILY

*Major Colors:* Sunshine Yellow, Dawn Gray, Aquamarine

*Accent Color:* Malibu Coral



Sunshine Yellow bath fixtures are the starting point for this color scheme. The plastic shower and window curtains blend perfectly with the fixtures and the feature strip of the floor tile.

Cool Dawn Gray floor and wall tile sets off the fixtures nicely. The smart translucent fiberglass partition reflects the Aquamarine of the walls and ceiling, screening the tub without cutting off light.

As an accent color this plan uses Malibu Coral in the towels and loop pile rugs.

Finding wall and floor tile in shades which blend perfectly is no problem when you choose Harmony House colors.

## HH SPICE BEIGE FAMILY

*Major Colors:* Spice Beige and Brown

*Accent Colors:* Sunshine Yellow, Tropic Chartreuse



A room built around one HH color family offers you many interesting possibilities. Warm Spice Beige was selected for this room because it faces East—a cool exposure. Blending shades of this color have been chosen for upholstery, walls, draperies and carpeting. Pull-up chairs are upholstered in Spice Brown, a darker shade of the same color family.

Note the use of draw draperies at small windows above the sofa. A picture window on the opposite wall has matching full length draw draperies. Sunshine Yellow and Tropic Chartreuse accents add liveliness to this plan.



**NOW...here are some more Harmony House color schemes...  
ideas to help you plan a colorful, more beautiful home**

Start with a shade of this major color	Combine with these major colors	Add these accent colors	Start with a shade of this major color	Combine with these major colors	Add these accent colors
 Tuscan Pink	Aquamarine Dawn Gray	Sunshine Yellow	 Spice Brown	Spice Brown Sage Green	Frosty Pink
 Smoke Gray	Federal Gold	Sage Green Tuscan Pink	 Sage Green	dark Sage Green	Federal Gold Malibu Rust
 Tropic Chartreuse	Olive Green	Malibu Coral Sunshine Yellow	 Cherry Red	Frosty Pink	Dawn Gray Sunshine Yellow
 Aquamarine	Dawn Gray	Charcoal Gray Sunshine Yellow	 Ming Blue	dark Ming Blue	Federal Gold Charcoal Gray
 Dawn Gray	Tropic Chartreuse Sunshine Yellow	Malibu Coral	 Federal Gold	Olive Green Smoke Gray	Aquamarine
 Parchment Beige	Smoke Gray	Federal Gold Malibu Coral	 Malibu Coral	Dawn Gray	Federal Gold Aquamarine
 Bronze Green	Parchment Ivory Parchment Beige	Malibu Pink	 Mint Green	light Mint Green	Frosty Pink Sunshine Yellow
 Horizon Blue	Tropic Chartreuse Smoke Gray	Tuscan Rose	 Sunshine Yellow	dark Sunshine Yellow	Spice Brown Mint Green

**Only at Sears can you buy so many home furnishings  
in Harmony House co-ordinated colors**

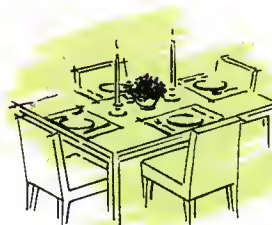
You'll find everything from bath towels to floor tile in Harmony House colors...  
in a broad assortment of styles and price ranges. No matter how much or how  
little you have to spend, you'll be happier if you shop Sears first.



paints  
wallpaper  
wall tile  
furniture  
bedding  
linens  
dinnerware  
lamps  
slipcovers



venetian blinds  
bedspread  
ensembles  
closet ensembles  
drapery and  
upholstery fabrics  
kitchen cabinets  
and accessories  
bathroom ensembles  
and accessories  
floor coverings



**SEARS, ROEBUCK AND CO.**



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